

1000 - J.Piscitelli

ROUs: 1110 / 1210 / 1310 / 1710

**Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet**

Sales	Retail
1221	1222
1222	1223
1223	1226
1224	1229
1225	ROM
1226	PC
1229	SC
1240 AE,	MC
1244	PA
	RSM RBM

51847 2057

RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

160 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

February 28, 1997

RJR Account #375878

P. Cox
McLANE-NORTHEAST

APRIL DORAL B2GF LIGHTER PROMOTION #700050

Dear Paul:

We have placed orders (regular product) as listed to pack and ship this promotion to your participating retail accounts. 720 SKUs of Doral Lighters (item #521573) have been ordered to Consolidated Industries to pack this Promotion.

<u>UPC Code</u>	<u>Doral Brand</u>	<u>#/ (12M)</u>
	<u>Styles</u>	<u>Cases</u>
12300-16612	FF King	<u>12</u>
12300-15312	FF 100	<u>12</u>
12300-15112	Lt King	<u>12</u>
12300-15212	Lt 100	<u>12</u>

Product PO # ER1089-01

All additional pertinent promotional information is listed below:

Product Arrival (@ McLane): March 24, 1997

Premium Arrival (@ Consolidated): March 27, 1997

Ship Date to Retail: April 14, 1997

Lighters (Item #521573)

<u>SKU CUBE:</u>	1.1490
<u>SKU WT (w/o Product):</u>	4.1900 lbs
<u>Retail Sales Offer per Sku:</u>	20 units
<u>Billing per Sku:</u>	4 Savings Cartons
<u>EFT \$ Amount:</u>	<u>\$25,478.98</u>

51847 2058

Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Doral Lighter sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. One (1) Carton each: Doral FF Kg / FF 100 / Lt Kg / Lt 100 / Lt Box. Consumer purchases two (2) packs of Doral a free Doral Lighter.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.
SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'**

RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$1,344.00 (48 (12M) cases @ \$28.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotions Coordinator

/jc

cc: R. Moore / McLane

1610: DK / SS / RMD

1000: J. Piscitelli

ROUs: 1110 / 1210 / 1310/ 1710

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Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

APRIL: DORAL B2GF LIGHTER / PROMOTION #700050

RETAIL DISTRIBUTION DATE: 4/14/97

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE											
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI	VT
A-PLUS/ ATLANTIC/ SUNOCO	236	See List	244	1	2	20			2	6	72		138	3	
BP OIL	41	1	41										41		
CIRCLE K	47	1	47	6		31		1	9						
COASTAL MART	35	1	35							9			26		
COOKS CONV	6	See List	8									8			
CONV EXPRESS	5	1	5									5			
DAIRY MART	107	1	107	24		32					18		27	6	
EXPRESS MART	35	See List	36								36				
F.L. ROBERTS	17	1	17	3		14									
KRAUSZERS	12	1	12	12											
MOHAWK OIL	4	1	4								4				
RED BARREL	19	See List	25								25				
7/11 - HANDEE MART	15	1	15			1						8	6		
SUGARCREEK	50	1	50								50				
SUNOCO	7	See List	8										8		
SUNRISE FOODS	18	See List	19								19				
INDEPENDENTS & SMALL CHAINS	34	See List	39	1		3	2		2	3	17		10	1	
TOTALS	688		712	47	2	100	3	1	13	18	254	8	256	10	0